

When We Opened Our Torrance Sample Store on March 14th

We had to do it in a hurry. What the ordinary merchant would take three months to put over we put over in three weeks. You have treated us fine. The support you have given us has been greater than we expected. After 90 days in your city we have the privilege of offering you the Largest Popular-Priced Stock of Standard Merchandise that was ever seen in this city. This stock of Merchandise today invoices over \$50,000. There is no other mercantile concern operating in this city or nearby that has any stronger financial rating or has any larger outlet for goods than we have. We have the pick of the best bargains offered. As we operate our business strictly on a cash basis, we expect some opposition from the old-style merchant that does business in the good old-fashioned way. We have no fault to find with anyone. In some of the cities where we have stores you will find a few false alarms that can get nowhere on their own initiative, and they spend part of their time and effort telling you how much better their BVD's are—how much nicer their Pequot sheets are—that So-and-So's J. P. Coats thread, with their brand on every spool, must be seconds. "Forget it, Brother, Forget it!" Our plans call for a Sample Store in every city of any size in this territory, and you are going to like our way of doing business as you know more of us.

63x99 Pequot Sheets	\$1.29	50 dozen Infants' Silk and Wool Hose—60c value—beige color, sizes 4 to 5½—3 pair \$1.00—per pair	39c
72x90 Pequot Sheets	\$1.29	Women's Rayon and Silk Hose—3 pair \$1.00—per pair	39c
81x90 Lady Pepperell Sheets	\$1.39	Wamsutla Cambric—3 yards \$1.00—per yard	35c
72x90 Lady Pepperell Sheets	\$1.29	Imported Organdie, white—per yard	59c
81x99 Pequot Sheets	\$1.49	Imported Organdie, colors—per yard	69c
3 Pepperell Pillow Cases, 42x36	\$1.00	Extra large Towels—each	49c
36-inch Indian Head, permanent finish	25c	¼-inch Elastic—6 yards	25c
44-inch Indian Head, permanent finish—3 yards	\$1.00	¾-inch Elastic—4 yards	25c
50 dozen Infants' Wool Mixed Vests—3 for \$1.00—per garment	39c	½-inch Elastic—4 yards	30c
30 dozen Infants' Silk and Wool Hose, white—65c value—sizes 4 to 6½—per pair	49c	Rubber Aprons—each	29c, 39c, to 89c
81x90 Sheets—each	79c	Sanitary Aprons—3 for \$1.00—each	39c
Children's Play Suits, extra heavy—sizes 7 to 11—\$1.50 value—a suit	89c	Sanitary Belts—2 for 50c—each	29c
Bungalow Cretonnes—per yard	19c	High grade Rubber Sheeting—per yard	69c
Rumsons' Prints—per yard	19c	Light weight Rubber Sheeting—per yard	49c
Good Quality Challies—per yard	19c	Infants' Rubber Bibs—each	10c
36-inch Gingham—per yard	25c	Baby Blankets—each	69c, 79c, to \$1.49
32-inch Red Seal Gingham—per yard	19c	Mens' Garters—per pair	25c, 29c, to 39c
Mens' good grade Bib Overalls—per pair	\$1.39	Mens' Suspenders—per pair	49c
Mens' Hip Overalls—per pair	\$1.00, \$1.19, to \$1.39	Mens' Caps—each	59c, 95c, \$1.00, to \$1.49
Boys' Overalls—per pair	79c, 89c, \$1.00, to \$1.19	50 dozen Mens' Rayon Sox—3 pair \$1.00—per pair	39c
36-inch Indian Head Unbleached Muslin—per yard	19c	Mens' Cashmere Sox—3 pair \$1.00—per pair	39c
36-inch Unbleached Muslin, Columbus LL—per yard	12c	Mens' Work Shoes—per pair	\$1.79, \$1.95, \$2.95, to \$3.95
Mens' Extra Heavy Work Shirts—each	98c	Mens' Knit Union Suits—3 suits \$2.00—per suit	79c
Children's Rayon Half Sox, new lot—5 pair \$1.00—per pair	25c	Mens' Athletic Union Suits—per suit	49c, 59c, 79c, to \$1.29
Children's Rayon Sox—50c value—4 pair \$1.00—per pair	29c	Mens' Uncle Sam Work Shirts—3 for \$2.00—each	79c
Women's Full Fashioned Hose—per pair	\$1.39	Pillows—each	79c, \$1.29, to \$1.98
Women's Silk Hose, chiffon and service weight—3 pair \$2.00—pair	79c	Blankets—each	79c, \$1.49, \$2.29, to \$4.45
Women's Rayon and Silk Hose—2 pair \$1.00—per pair	59c	Comforters—each	\$2.95 to \$4.45

Go on a cash basis for the next 30 days and save 20% and bank it yourself—and not the bill collector.

The Sample Store

106 to 108 Diamond St., Redondo
1319 to 1921 Sartori, Torrance
HAWKINS & OBERG

Transparent

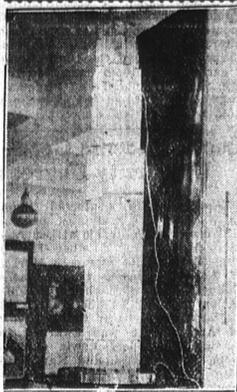


Photo from World Wide Photos A SKYSCRAPER OF GLASS Hugh Ferriss, well known architect, has designed a 35-story skyscraper whose walls are to be entirely of glass with structural steel reinforcement. The floor plan is built on the same lines as an ordinary office building. Besides presenting a beautiful and dazzling appearance, the glass skyscraper has the added advantage of providing the maximum amount of light. Photo shows Mr. Ferriss' miniature model, exhibited at the Architecture Engineering Industry Exposition.

Costs Co-Eds \$750 Per Year Average In U. of C. at L. A.

LOS ANGELES, June 16.—A sum of \$750 a year will see the average girl of today through college, at least safely if not always comfortably, in the opinion of Mrs. Helen Mathewson Laughlin, dean of women at the University of California at Los Angeles.

The price of higher education for the modern co-ed was set by Mrs. Laughlin after an exhaustive study of living costs among feminine students at U. C. L. A. to determine what they spend, how they spend it, and why.

The study disclosed, according to Mrs. Laughlin, that, given \$750 a year and a real desire for knowledge, the modern girl can make her way through university without being forced to sacrifice too many of life's comforts, though she may find the financial problem rather troublesome at times.

Also the study revealed that the oft-expressed criticism of college students as "shallow-minded" and out "solely for a good time" is not at all borne out by the facts. A surprising number of the co-eds at the University of California at Los Angeles, Mrs. Laughlin said, are working their way through, and doing so at an actual sacrifice. They have given up nearly all the pleasures to which young folks are entitled for the sake of an education, but their morale is splendid and their scholastic achievements often verge on the brilliant.

A wide divergence in living costs among the girls and women attending the university was shown by the study. As an instance, Mrs. Laughlin pointed out the case of one girl whose expenditures averaged \$1600 a year, and another whose total outlay was reported at \$200 or less for the same period. In the latter case, however, the girl was entirely self-supporting.

This difference was particularly noticeable in the matter of clothing and amusements. A good number of the girls reported \$400 a year as a minimum requirement to clothe themselves, even when some of their apparel was made by their mothers. Others reported their clothing requirements as necessitating expenditures ranging from \$175 down to \$100 a year.

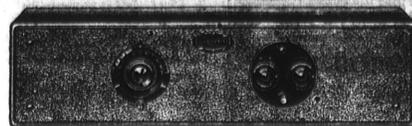
Still others went lower, but these made their own clothing. The lowest in the list was one girl who reported that she spent \$30 a year for clothing, or \$15 each school semester, but was well dressed, nevertheless.

In the matter of amusements the range was just as great. This ranged all the way from \$24 a month, the highest sum reported by any girl for entertainment, to \$1 a month, the lowest amount spent by any co-ed for this purpose.

On an average, however, the total of expenditures by all co-eds for all purposes averaged close to \$750 for the school year, Mrs. Laughlin said.

Our Want Ads Bring Results
THE KIDDIE'S BIRTHDAY Will soon be here. A Scooter, Side-walk Bicycle, Bicycle, Potty-Pat or Blue Street Baby Walker will make a fine birthday present. We have the good kind. Prices low. Terms if desired.
TORRANCE BICYCLE AND SPORTING GOODS CO.
1341 El Prado

First Evangelical Lutheran Church of Torrance, Calif.
9 A. M.—Sunday School
9:30 A. M.—Morning Worship
Meeting Place:
The New American Legion Hall
GEO. H. SCHUSTER, Pastor
Res. 715 Larch St. Phone 1654
Inglewood, Calif.



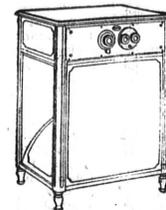
ATWATER KENT ANNOUNCE

New Prices for Season 1927-28

Model 35—"Treasure Chest model," 6 tubes, NOW	\$70
Model 30—"Compact model," 6 tubes, NOW	\$85
Model 32—7-Tube model with Binocular coils, NOW	\$115
Model 33—(New set—6 tubes)	\$95
Model 50—(New set—7 tubes)	\$155

Watch for Further Description of These Two New Sets and the new Atwater Kent Cone Speaker.

POOLEY CABINET MODELS at Corresponding New Prices



WATCH OUR BARGAIN WINDOW
On Cravens Avenue
Each Week for Surprise Closing-Out Bargains—Way Below Cost.

NEW LOW PRICES EFFECTIVE TODAY ON Majestic "B" Eliminators

STANDARD B Complete with Tube	\$31	SUPER B Complete with Tube	\$33	MASTER B Complete with Tube	\$36
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DE BRA RADIO COMPANY

Pioneer Radio Engineers in Torrance
Cravens at Carson Torrance Phone 73-J

"Buy Better in Torrance"

For Two Days Only Friday and Saturday, June 17-18 Crackle-Glass Tumblers

Three Sizes to pick from:
Ice Tea Glasses
Water Glasses
Wine Glasses



6c
EACH
Any Size

Regular 5c Glass PERCOLATOR TOP

2 for 5c

Cut Glass BERRY BOWLS Regular 50c and 75c Values 35c

LOW OVEN GAS RANGES

White Enamel Finish THREE-BURNER

\$25 Ranges for	\$18.00
Choice of Toledo or Success	
\$18 Ranges for	\$13.50
Jiffy make	
COME QUICK FOR THESE!	

Plain Glass WATER SETS Pitcher and 6 Glasses

Regular \$1.00 value 75c

All \$1.25
POCKET KNIVES Reduced for Fathers' Day Gift Special \$1

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